

Library Board Agenda Memo

From: Ashia Gustafson, Library Director

Library Board Meeting: August 13, 2026

Subject: The Future of Hoopla

Summary:

Hoopla popularity is straining the budget and will be out of funds mid-September.

Background:

Hoopla is pay per check-out, and usage climbs every month with the amount of BPL users on Hoopla increasing anywhere from 26%-44% per month over the last year.

The July bill was \$2,230 down from the \$3,000 in June. This is a 23% decrease. If the numbers continue at this amount, we will have enough funds for August and part of September.

Here are the 3 items with the most checkouts on Hoopla. Some of them have 100 concurrent checkouts available for a single price on Libby, and that's a steal when it's available and there's a high wait. Not all have that though. The concurrent checkout option covers 100 checkouts by BPL users for that price.

The audiobook for **The Calamity Club** by Kathryn Stockett is the most checked out item this year in Hoopla, and it's available in Libby. Since it was released in May, it has checked out 50 times on Hoopla at a cost of \$2.99 per checkout (\$149.50 total for the year). We can purchase a single copy on Libby for \$55.98 or we can purchase 100 concurrent checkouts at \$172.

It's Not Her by Mary Kubica has the next highest checkouts at 48 (\$2.99 each - \$143.52 total for the year). Libby has one copy priced at \$94.21 and it does not have a concurrent pricing option at all.

Dear Debbie by Freida McFadden is third highest with 46 (\$2.99 each - \$137.54 total for the year) on Hoopla. We can purchase a copy on Libby for \$74.99 or purchase 100 concurrent checkouts for \$119.98.

Discussion:

What do we want to do with Hoopla?

Add funds? We would need roughly \$10,000 to get through the rest of the year.

Let the funds run out and discontinue service for the rest of the year?

Do we want to allocate funding for in 2027?

Recommendation: